

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 2, 2017/2018

### BMK3894 – SERVICE MARKETING DISTANCE EDUCATION

5 MARCH 2018  
9.00 a.m- 11.00 a.m  
(2 Hours)

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#### INSTRUCTIONS TO STUDENTS

1. This question paper consists of **TWO** pages (*including* the cover page) with **FIVE** questions only.
2. Attempt **ALL** the questions.
3. Please write all your answers in the Answer Booklet provided.

**ANSWER ALL QUESTIONS****QUESTION ONE**

Describe the FOUR (4) broad categories of services, and examples for each of them. (20 marks)

**QUESTION TWO**

Identify a core product. Discuss the flower of service concept and describe how the facilitating and enhancing supplementary services relate to the core product identified. (20 marks)

**QUESTION THREE**

Discuss how the 5Ws model can provide useful checklist for marketing communication planning if you are operating a hair salon in a suburban shopping center. (20 marks)

**QUESTION FOUR**

Discuss the FIVE (5) basic ways to manage demand if you are a hotel manager who is having two following situations:

- (a) Excess demand
- (b) Excess capacity.

(20 marks)

**QUESTION FIVE**

Discuss the FOUR (4) strategies for developing loyalty bonds with customers. Provide an example for each strategy. (20 marks)

**End of page.**